



WORKPLACE CULTURE AND ITS IMPACT ON
ORGANISATIONAL EFFICIENCY (BMSW5105)

Task 2

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EasyJet

EasyJet was founded by Stelios Haji Ioannou in 1995. Sir Stelios is the middle son of wealthy people in Greece who are dedicated to shipping companies with fleets of ships. His idea to create an aviation business came from a conference he attended in America.

After his first business called Stelmar, Sir Stelios created EasyJet with the financial help of his father of 5 million pounds, the amount that helped him buy his first two planes, thanks to his ideology and ingenuity everything was an unprecedented success. The EasyJet name was born in a London Pub.

Sir Stelios knew how to see the needs of travellers and that is, he facilitated access for people to travel since his way was to set affordable prices for everyone, they even made an advertisement that said, what do you prefer, a pair of pants or travel to the same price? The telephone lines did not stop calling for reservations 24 hours a day, and despite the success, it has not stopped growing and looking for ways to meet the needs of the traveller. Sir Stelios was a pioneer in offering food and drink on board an airplane, later he facilitated transportation with EasyBus to transport travellers to the plane or vice versa. Hundreds of other brands such as EasyHome, EasyPizza, EasyCar, EasyNet...

In the year the 2000s it was listed on the London Stock Exchange, which was successful, and its income increased significantly.

The colour of the company is orange as it symbolizes the spirit, the energy to do things to the best of your ability, this would help define the culture that led him to progress and be successful. For the EasyJet Company, the people themselves are much more important than the hierarchy, offering its employees honest and humane treatment, valuing values, and ethics more, and giving fair and inclusive treatment.

To do my Report I used Porter's Five Forces and Pestle Analysis.

A point to highlight would be the company impact on the environment, it should be noted that he is making progress. It currently has a deal with White Electric, which would be the future of aviation and it would be a blessing for our environment to change the carbon footprint of electric planes.

Returning to ethics, Sir Stelios wants to involve women to be pilots and for this, he gives lectures to young girls.

Your company offers services throughout Europe, Switzerland, and the United Kingdom, today having a fleet of 308 aircraft and 29 bases, the largest base in our country in the UK, Gatwick.

As a Reflection model, I have used the Gibbs model, starting with a description, feelings, and evaluation, and ending with an analysis, conclusion, and action plan.

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